

**Instagram Love Runs Deep Challenge  
Official Rules**

**NO PURCHASE NECESSARY TO PARTICIPATE OR RECEIVE A PRIZE IN THIS CHALLENGE. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.**

**INTERNET ACCESS AND A VALID EMAIL ADDRESS ARE REQUIRED TO PARTICIPATE.**

**BY PARTICIPATING, YOU GRANT THE RELEASED PARTIES (DEFINED BELOW) THE RIGHTS TO USE YOUR CAMPAIGN (DEFINED BELOW) AND OTHER CONTENT AS MORE FULLY SET FORTH IN THE LICENSE SECTION AND OTHERWISE BELOW.**

**WINNERS MAY BE REQUIRED TO RESPOND TO NOTIFICATION AND OTHER COMMUNICATIONS FROM SPONSOR WITHIN FORTY EIGHT (48) HOURS FROM DATE OF NOTIFICATION (OR OTHER SPECIFIED TIMEFRAME OR PRIZE MAY BE FORFEITED IN SPONSOR'S SOLE DISCRETION), AS MORE FULLY DETAILED BELOW.**

**AS A CONDITION OF PARTICIPATING, YOU AGREE TO THESE OFFICIAL RULES ("TERMS"), WHICH ARE A CONTRACT, SO READ THEM CAREFULLY BEFORE PARTICIPATING. WITHOUT LIMITATION, THIS CONTRACT INCLUDES INDEMNITIES TO THE SPONSOR FROM YOU (i.e., A REQUIREMENT THAT YOU DEFEND AND/OR REIMBURSE SPONSOR FROM/FOR CERTAIN LOSSES) AND A LIMITATION OF YOUR RIGHTS AND REMEDIES.**

**OVERVIEW:** The Instagram Love Runs Deep Challenge ("**Challenge**") is sponsored by Facebook India Online Services Private Limited Unit 17B, DLF 2 Horizon Centre, Sector 43, Golf Course Road, Gurgaon, Haryana, 122002, India ("**Sponsor**"). Eligible individuals (defined below) may enter between 09:00 AM India Standard Time ("**IST**") on 8th October 2020 and 11:59:59 PM IST on 20th November 2020 ("**Entry Period**") on [www.IGLOVERUNSDEEP.com](http://www.IGLOVERUNSDEEP.com) (the "**Site**"). Entries received in accordance with these Terms will be evaluated by a panel of Sponsor-selected Judges (defined below), all in accordance with the judging procedures detailed under the "Winner Selection/Notification" section, below. **By participating in this Challenge, you agree that your Campaign (if applicable and as defined below) and content you provide may be used by Sponsor and the other Released Parties for marketing and promotional purposes as described in further detail in the "License" section below.**

**ELIGIBILITY:** This Challenge is open only to brands operating and marketing in India ("**Brands**"). Individuals who enter the Challenge must be authorized to act on behalf of their employer Brand and must enter using their business email address and/or be able to provide a signed affidavit of consent on a company letterhead from the Brand's head of marketing or equivalent. Each such eligible individual who enters on the contest on behalf of their employer Brand (each a "**Representative**") must be: (i) at least twenty-two (22) years of age, (ii) reside in

India, and (iii) be employed by a Brand. Government officials, political figures, and businesses or organizations politically affiliated (all as determined by Sponsor in its sole discretion) are **not** eligible to participate in the Challenge. Where distinction is not necessary the Brand and its Representative will be referred to herein as “**Entrant**”.

Employees, officers, directors, members, managers, agents, and representatives of Sponsor and any other entities participating in the administration or fulfillment of this Challenge, or any of their respective corporate partners, parent companies, divisions, subsidiaries, affiliates, successors in interest, and advertising, promotion, and public relations agencies, judges and their employers, employees, managers, agents and representatives (collectively, the “**Released Parties**”) and any family member or member of the same household (whether or not related) of any such persons are not eligible to participate or receive a Prize in this Challenge. For purposes of this Challenge, the term “family members” is defined as any spouse, partner, parent, legal guardian, child, sibling, grandparent, grandchild, or in-law.

There is no limit on the number of entries. By entering on behalf of a Brand each Representative hereby represents and warrants that they are authorized to act on behalf of their employer Brand. You represent and warrant that your participation in this Challenge does not violate your employer's policies and procedures. Participation in this Challenge constitutes your full and unconditional agreement to, and acceptance of, these Terms and the decisions of Sponsor, which are final and binding in all matters.

**HOW TO PARTICIPATE:** Representatives can apply on the Site during the Entry Period by providing the following information (each, referred to herein as an “**Entry**”):

- Brand Name
- Representative’s Name
- Representative’s Designation
- Representatives’ Contact Details: Phone No and Email Address
- Marketing Objective (up to 150 words)
- Brand’s Target Audience
- Brand Brief (Three words)
- Permission taken from Brand: Yes/No

Representatives will be offered an opportunity to opt-in to receive promotional email messages from Sponsor. Agreeing or declining to receive promotional emails from Sponsor has no impact on entry into this Challenge and does not impact your chances of winning.

The Site’s clock will be the official timekeeper for this Challenge. Entries must be submitted and received by Sponsor during the Entry Period through the Site and all participation must be in strict accordance with the instructions and restrictions on the Site and in these Terms. For purposes of this Challenge, only Entries that are actually received and recorded through the Site on the related servers during the Entry Period will be considered. Other proof of submitting or attempting to submit an Entry (such as, without limitation, a printed, saved or copied automated receipt confirming entry or a "Thanks for submitting" screen or message) does not constitute proof of actual receipt of the Entry for purposes of this Challenge. Those who do not abide by these Terms

and the instructions of Sponsor and provide all required information may, in Sponsor's sole discretion, be disqualified. Entries (or participation that does not qualify as an "Entry") that are incomplete, lost, late, misdirected, mutilated, fraudulent, illegitimate, incomprehensible, garbled, or generated by a macro, bot, or other automated means will not be accepted and will be void. Entries or participation made on behalf of a Brand by a third party not affiliated or associated with that Brand (as determined by Sponsor in its sole discretion) or originating through any commercial promotion subscription, notification, or participating services will be declared invalid and disqualified for this Challenge. No Released Party will have any responsibility or liability for any dispute regarding any Entrant, including the identity of any Representative(s) or Brand(s), or the distribution of any Prize received. In the event that any dispute regarding an Entry, Brand or Representatives (including those regarding the identity or members of a Brand's Representative or any Representative's rights in any Entry) cannot be resolved to Sponsor's satisfaction, the Entry will be deemed ineligible and the Brand disqualified. As a condition of participating in the Challenge, without limiting any other provision in these Terms, each Representative gives consent for Sponsor and its agents to obtain and deliver his/her name, address and other information and Entry to third parties for the purpose of administering this Challenge and complying with applicable laws, regulations, and rules. ENTRIES OR PARTICIPATION MAY NOT BE ACKNOWLEDGED OR RETURNED. IN FACT, ENTRIES MAY BE DESTROYED AFTER THE ENTRY PERIOD. KEEP A COPY OR THE ORIGINAL OF EACH ELEMENT OF THE ENTRY. ANY ENTRY THAT DOES NOT CONFORM TO THE REQUIREMENTS IN THESE TERMS MAY, IN SPONSOR'S SOLE DISCRETION, BE DEEMED INELIGIBLE.

**WINNER(S) SELECTION/NOTIFICATION:**

Entries will be judged by a panel of judges from the advertising and marketing industry chosen by Sponsor in its sole discretion ("**Judges**"). The Judges will use the following criteria according to the percentage weights indicated (the "**Criteria**") to evaluate the Entries:

- (i) Suitability for mobile (50%)
- (ii) Originality and creativity (30%)
- (iii) Business Outcome Expected (20%)

The Judging will occur between 20th November 2020 and 27th November 2020. The Judges will select the five (5) highest scoring Entries for Sponsor to provide content free of cost and ad credits ("**Winner(s)**") as described below in the PRIZE AND QUANTITY section.

All Judges' decisions are final and binding in all matters relating to this Challenge. Each Representative acknowledges that other Brands may have created ideas and concepts contained in their Entry that may have familiarities or similarities to his/her/its Entry, and that he/she/it will not be entitled to any compensation or right to negotiate with the Released Parties because of these familiarities or similarities.

In the event of a tie in the selection of a Winner, the tie will be resolved in favor of the Entry with a higher score in the "business outcome expected" category, evaluated by the Judges. If there is still a tie, the tie will be resolved in favor of the Entry with the higher score in the "suitability for mobile platform" Criterion. Sponsor reserves the right to contact Representatives for verification purposes and administration of the Challenge. Winners will be chosen as specifically described, and not using any random drawing or method incorporating chance.

Limit one (1) Prize and per Brand.

**PRIZE AND QUANTITY:** Five (5) Winners will be selected to receive:

- Access to the services of five (5) Facebook Creators to assist winning Brand in turning their winning brief into creative content. This includes one (1) piece of content per creator (collectively referred to herein as Winner's "Campaign"). Sponsor will select the Creators best suited for each Brand, in Sponsor's sole discretion. Winner may use the promotion material created by Sponsor and its creators to advertise on Instagram in India at no charge.
- Ad credits worth USD \$25,000 to promote the Campaign, to be utilized by April 2021 and in accordance with the AD CREDIT section below.

**Winners will be required to run a branded content ads marketing campaign on Facebook and Instagram backed with measurement and externally sharable outcome (not organic posts boosted) which Sponsor reserves the right to publicize and use as described in the LICENSE section below. Representatives also agree to participate and cooperate with Sponsor in creating a Case Study and/or provide testimonials if requested by Sponsor.**

**Approximate Retail Value ("ARV") of quantifiable prizes = \$ 125,000 USD**

**You indemnify the Released Parties against any loss or expense that the Released Parties may sustain or incur on account of any and all claims from any third-party for any use by any Released Party of any content you provide for the creation of your Campaign, pursuant to these Terms.**

By participating in this Challenge and accepting a Prize, Representatives agree to maintain his/her/their behavior in accordance with all applicable laws, rules, and regulations and generally accepted social practices in connection with participation in any Challenge- or Prize-related activity. Winners understand and agree that Sponsor has the right, in its sole discretion, to disqualify and remove any Winners (or anyone associated with a Winner) from any activity at any time if the their behavior at any point is uncooperative, disruptive, or may or does cause damage to person, property, or the reputation of Sponsor or otherwise violates the policies of the venues, and in such a case, such Winner will still be solely responsible for all expenses related to the Prize. Sponsor is not responsible for any inability or unwillingness of any Winner to accept or use the Prize (or portion thereof) for any reason. Prize details not specifically stated in these Terms, will be determined in Sponsor's sole discretion. To the fullest extent allowable under applicable law, all taxes (including, without limitation, national, federal, state, provincial, territorial, prefectural, and/or local taxes), as well as any expenses arising from acceptance or use of the Prize and not specified in these Terms as being provided as part of the Prize, are the sole responsibility of the Winner(s). Winner(s) shall submit proof of payment of income tax before the Prize is given. Sponsor is not responsible for and will not replace any lost, mutilated or stolen Prize or Prize element or any Prize that is undeliverable or does not reach a Winner because of incorrect or changed contact information. If a Winner does not accept or use the entire Prize for any reason, the unaccepted or unused part of the Prize will be forfeited and Sponsor will have no further obligation with respect to that Prize or portion of the Prize. No transfers or substitutions will be made, except at Sponsor's sole discretion. Sponsor reserves the right to substitute any stated Prize

or any component thereof with another Prize or component of equal or greater value for any reason. No more than the stated Prize will be awarded. Representatives waive the right to assert as a cost of receiving the Prize, any and all costs of verification and redemption and any liability and publicity that might arise from claiming or seeking to claim said Prize.

**AD CREDITS;** Ad credit coupons can be redeemed in the specified market(s) by April 2021 for Brand's benefit only to promote the winning Campaign. Any other use is prohibited. Ad credit coupons are a form of payment for Facebook ads. They can be redeemed for advertising on Facebook and/or Instagram depending on the type of ad credit coupon that has been issued to you. Ad charges will be deducted from the ad credit coupon first, then you will be charged through your preferred means of payment once the ad credit coupon has been redeemed or has expired. Ad credit coupons cannot be used against account balances that have already been invoiced. You can apply ad credit coupons directly to your desired ad account by going to the "Payment Methods" page of Facebook Ads Manager, clicking "Add A Payment Method" and then entering the code provided to you. Ad credit coupons cannot be removed or transferred from one ad account to another once they have been applied, so it is important that you apply the ad credit coupon to the correct ad account. Use of ad credit coupons is subject to the terms in this email and to the Facebook Ads Credit Coupon Terms & Conditions, which are available here: <https://www.facebook.com/legal/couponterms>.

**LICENSE:** By participating, except where prohibited by law, each Representatives grants to the Released Parties (and their agents, successors, and assigns) the irrevocable, transferable, sublicensable, absolute right and permission to use, edit, modify, copy, reproduce, and distribute the Campaign, Campaign **measurement data**, Campaign Case Study, testimonials, and quotes and all content that comprises the winning Entry in perpetuity and in any medium (including online and in digital media) in any language, throughout the world, for any purpose, in Sponsor's sole discretion, including without limitation for internal business purposes, the purposes of evaluating Entries, administering this Challenge, creating Winne's Campaigns, and for advertising and marketing purposes. Each Representative further grants to the Released Parties (and their agents, successors, and assigns) a non-exclusive, irrevocable, worldwide, transferable and sublicensable right and license to use his, her, or their Brand's trade names and trademarks (including logos) in connection with this Challenge and/or Sponsor's use of Representatives Content.

Each Representative hereby acknowledges and agrees that the relationship between the Representative and each of the Released Parties is not a confidential, fiduciary, or other special relationship, and that the Representative's decision to submit an Entry for purposes of the Challenge does not place any of the Released Parties in a position that is any different from the position held by members of the general public with regard to elements of the Entry, other than as set forth in these Terms. Each Representative understands and acknowledges that the Released Parties have wide access to ideas, text, images, and other creative materials. Each Representative also acknowledges that many ideas for social media campaigns may be competitive with, similar to, or identical to his/her ideas in components, format, or other respects. Each Representative acknowledges and agrees that such Representative will not be entitled to any compensation as a result of any Released Party's use of any such similar or identical material that has or may come to such Released Party from other sources. Each Representative acknowledges and agrees that

Sponsor does not now and will not have in the future any duty or liability (direct or indirect; vicarious, contributory, or otherwise) with respect to the infringement or protection of the Representative's copyright or other proprietary rights in and to his/her Entry. Each Representative acknowledges that, with respect to any claim by Representative relating to or arising out of a Released Party's actual or alleged exploitation or use of any Entry or other material submitted in connection with the Challenge, the damage, if any, thereby caused to the applicable Brand will not be irreparable or otherwise sufficient to entitle such Representative and/or Brand to seek injunctive or other equitable relief or in any way enjoin the production, distribution, exhibition, or other exploitation of any Released Party production or material, created or derived in connection with the Challenge, and Representative's/Brand's rights and remedies in any such event are strictly limited to the right to recover damages, if any, in an action at law.

**LIMITATION OF LIABILITY & DISCLAIMER OF WARRANTIES: NOTHING IN THESE TERMS LIMITS, EXCLUDES, OR MODIFIES OR PURPORTS TO LIMIT, EXCLUDE, OR MODIFY ANY STATUTORY CONSUMER GUARANTEE OR ANY IMPLIED CONDITION OR WARRANTY, THE EXCLUSION OF WHICH FROM THESE TERMS WOULD CONTRAVENE ANY STATUTE OR CAUSE ANY PART OF THESE TERMS TO BE VOID (“NON-EXCLUDABLE GUARANTEES”). SUBJECT TO THE LIMITATIONS IN THE PRECEDING SENTENCE AND TO THE MAXIMUM EXTENT PERMITTED BY ANY MANDATORY PROVISIONS OF APPLICABLE LAW, THE RELEASED PARTIES EXCLUDE FROM THESE TERMS ALL CONDITIONS, WARRANTIES, AND TERMS IMPLIED BY STATUTE, GENERAL LAW, OR CUSTOM, EXCEPT FOR LIABILITY IN RELATION TO A NON-EXCLUDABLE GUARANTEE. SUBJECT TO ANY NON-EXCLUDABLE GUARANTEES, EACH REPRESENTATIVE AGREES TO RELEASE, HOLD HARMLESS, AND INDEMNIFY (I.E., DEFEND AND/OR REIMBURSE) THE RELEASED PARTIES FROM ANY LIABILITY WHATSOEVER FOR INJURIES OR DAMAGES OF ANY KIND SUSTAINED IN CONNECTION WITH THE USE, ACCEPTANCE, POSSESSION, MISUSE, OR AWARDED OF AN PRIZE OR WHILE PREPARING FOR, PARTICIPATING IN, AND/OR TRAVELING TO OR FROM ANY CHALLENGE- OR PRIZE-RELATED ACTIVITY, INCLUDING, WITHOUT LIMITATION, ANY INJURY, DAMAGE, DEATH, LOSS, OR ACCIDENT TO PERSON OR PROPERTY (HOWEVER (BUT ONLY IF REQUIRED BY LAW IN YOUR JURISDICTION), THIS RELEASE, HOLD HARMLESS, AND INDEMNIFICATION COMMITMENT DOES NOT APPLY TO CASES OF BODILY INJURY OR LOSS OF LIFE OR TO THE EXTENT THAT ANY DEATH OR PERSONAL INJURY IS CAUSED BY THE NEGLIGENCE OF SPONSOR OR OTHER THIRD PARTY, WHERE LIABILITY TO THE INJURED PARTY CANNOT BE EXCLUDED BY LAW). EACH WINNER(S) AGREES THAT THE PRIZE IS PROVIDED AS-IS WITHOUT ANY WARRANTY, REPRESENTATION, OR GUARANTEE (EXPRESS OR IMPLIED, IN FACT OR IN LAW), WHETHER NOW KNOWN OR HERINAFTER ENACTED, RELATIVE TO THE USE OR ENJOYMENT OF THE PRIZE, BEYOND ANY NON-EXCLUDABLE GUARANTEES.**

**ADDITIONAL DISCLAIMERS:** The Released Parties are not responsible and/or liable for any of the following, whether caused by a Released Party, the Representative, Brand, or by human error (except to the extent that any of the following occur for reasons within Sponsor's reasonable

control, if applicable law in your jurisdiction of residence dictates that liability to the injured party in such a case cannot be excluded by law): Entries made by illegitimate means (such as, without limitation, by an automated computer program); any lost, late, postage-due, incomplete, illegible, incomprehensible, mutilated, or misdirected email, mail, or Challenge-related correspondence or materials; any error, omission, interruption, defect, or delay in transmission or communication; viruses or technical or mechanical malfunctions; interrupted or unavailable telephonic, cellular, cable, or satellite systems; errors, typos or misprints in these Terms, in any Challenge-related advertisements, or other materials; failures of electronic equipment, computer hardware, or software; lost or unavailable network connections or any failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications; technical or human error which may occur in the administration of the Challenge or the processing of Entries; or any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Representative's participation in the Challenge or receipt or use of any Prize. Released Parties are not responsible for electronic communications that are undeliverable as a result of any form of active or passive filtering of any kind, or for insufficient space in a person's email account or voicemail inbox to receive email or voice messages. Released Parties are not responsible, and may disqualify a Representative/Brand, if any contact information provided by the Representative does not work or is changed without giving prior written notice to Sponsor. Without limiting any other provision in these Terms, the Released Parties are not responsible or liable to any Representatives or Winners (or any person claiming through such Representatives or Winner for failure to supply an Prize or any part thereof in the event that any of the Challenge activities or Released Parties' operations or activities are affected by any cause or event beyond the sole and reasonable control of the applicable Released Party (as determined by Sponsor in its sole discretion), including, without limitation, by reason of any acts of God, equipment failure, threatened or actual terrorist acts, air raid, act of public enemy, war (declared or undeclared), civil disturbance, insurrection, riot, epidemic, pandemic, fire, explosion, earthquake, flood, hurricane, unusually severe weather, blackout, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, any law, rule, regulation, action, order, or request adopted, taken, or made by any governmental or quasi-governmental entity (whether or not such governmental act proves to be invalid), or any other cause, whether or not specifically mentioned above.

**GENERAL RULES:** By participating in this Challenge (except where prohibited by law), each Representative grants the Released Parties the irrevocable, sublicensable, free-of-charge, absolute right and permission to use, publish, post or display his or her name, photograph, likeness, voice, biographical information, any quotes attributable to him or her, and any other indicia of persona (regardless of whether altered, changed, modified, edited, used alone, or used with other material in the Released Parties' sole discretion) for advertising, trade, promotional and publicity purposes without further obligation or compensation of any kind to him or her, anywhere worldwide, in any medium now known or hereafter discovered or devised (including, without limitation, on the Internet) without any limitation of time and without notice, review or approval, and each such person releases all Released Parties from any and all liability related to such authorized uses. Nothing contained in these Terms obligates Sponsor to make use of any of the rights granted herein and each natural person granting publicity rights under this provision waives any right to inspect or approve any such use.

Sponsor's decisions will be final in all matters relating to this Challenge, including interpretation of these Terms, selection of the Winners, and awarding of the Prizes. All Representatives, as a condition of entry, agree to be bound by these Terms and the decisions of Sponsor. Failure to comply with these Terms may result in disqualification from the Challenge. Representatives further agree to not damage or cause interruption of the Challenge and/or prevent others from participating in the Challenge. Sponsor reserves the right to restrict or void participation from any IP address, email address or domain, or device if any suspicious Entry and/or participation is detected. Sponsor reserves the right, in its sole discretion, to void Entries or other participation by any person or entity who Sponsor believes has attempted to tamper with or impair the administration, security, fairness or proper play of this Challenge. In the event there is an alleged or actual ambiguity, discrepancy or inconsistency between disclosures or other statements contained in any Challenge-related materials and these Terms (including any alleged discrepancy or inconsistency within these Terms), it will be resolved by Sponsor in its sole discretion. Representatives waive any right to claim ambiguity in the Challenge or these Terms. If Sponsor determines (at any time and in its sole discretion) that any Winner or potential Winner is disqualified, ineligible, in violation of these Terms, or engaging in behavior that Sponsor deems obnoxious, inappropriate, threatening, illegal or that is intended to annoy, abuse, or harass any other person or entity, Sponsor reserves the right to disqualify such Winner or potential Winner, even if the disqualified Winner(s) or potential Winner(s) may have been notified or displayed or announced anywhere. Sponsor's failure to or decision not to enforce any provision in these Terms will not constitute a waiver of that or any other provision. The invalidity or unenforceability of any provision of these Terms will not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Terms will otherwise remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. If the Challenge is not capable of running as planned for any reason, Sponsor reserves the right, in its sole discretion, to cancel, modify or suspend the Challenge and Prize the Prize based on eligible Entries received prior to cancellation, modification, or suspension, if any, or as otherwise deemed fair and appropriate by Sponsor. If any person supplies false information, participates or submits Entries by fraudulent means, or is otherwise determined to be in violation of these Terms in an attempt to obtain a Prize, Sponsor may disqualify that person (and any Representatives Brand on the behalf of which such person participated in the Challenge) and seek damages from him or her and that person may be prosecuted to the full extent of the law. If any dispute regarding an Entry cannot be resolved to Sponsor's satisfaction, such Entry will be deemed ineligible. CAUTION: ANY ATTEMPT TO DAMAGE ANY ONLINE SERVICE OR WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CHALLENGE VIOLATES CRIMINAL AND CIVIL LAWS. IF SUCH AN ATTEMPT IS MADE, SPONSOR MAY DISQUALIFY ANY REPRESENTATIVES MAKING SUCH ATTEMPT AND MAY SEEK DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW.

**DISPUTES/GOVERNING LAW:** Except where prohibited by law, any and all disputes, claims, and causes of action between a Representatives and any Released Party arising out of or connected with this Challenge, the determination of any Winner or any Prize awarded must be resolved individually, without resort to any form of class action. Further, in any such dispute, under no circumstances will a Representatives be permitted or entitled to obtain Prizes for, and hereby waives all rights to claim punitive, incidental or consequential damages, or any other damages,



including attorneys' fees, other than the Representative's actual out-of-pocket expenses (if any), not to exceed ten United States dollars (INR 705.44), and each Representatives further waives all rights to have damages multiplied or increased.

This Challenge and any dispute arising under or related thereto (whether for breach of contract, tortious conduct, or otherwise) will be governed by the internal laws of India, without giving effect to its conflicts of law or choice of law principles or rules that would cause the application of the laws of any jurisdiction. Any legal actions, suits or proceedings related to this Challenge (whether for breach of contract, tortious conduct, or otherwise) will be brought exclusively in the courts of the State of Haryana, India, and each Representatives accepts and submits to the personal jurisdiction of those courts with respect to any legal actions, suits or proceedings arising out of or related to this Challenge.

**RULES/PRIZE WINNER(S)?:** A copy of these Terms will be available on the Site through 30 March 2021. Information about who won is available by sending a self-addressed, stamped envelope indicating "Instagram Love Runs Deep Challenge – Who Won" to Facebook India Online Services Private Limited Unit 17B, DLF 2 Horizon Centre, Sector 43, Golf Course Road, Gurgaon, Haryana, 122002, India. Requests for Winner information must be received no earlier than 1 December 2020 and no later than 30 January 2021. Only one (1) request per outer envelope, mailed separately, will be fulfilled.

**SPONSOR:** Facebook India Online Services Private Limited Unit 17B, DLF 2 Horizon Centre, Sector 43, Golf Course Road, Gurgaon, Haryana, 122002, India.